




Blackbaud University Curriculum for Luminate®

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	Learn	Learn More	Learn Everything
Fundamentals			
 Luminate Online: Basics of Constituent Management	●	●	●
 Luminate Online: Basics of Donations	●	●	●
 Luminate Online: Basics of Email	●	●	●
 Luminate Online: Fundamentals—Overview and Managing Constituents		●	●
 Luminate Online: Fundamentals—Donations		●	●
 Luminate Online: Fundamentals—Email		●	●
 Luminate Online: Fundamentals—Reporting and Query		●	●
 Luminate Online Fundamentals Exam 2016		●	●
 Luminate Online: Fundamentals (2-Day Regional Class)			●
Marketing and Communications			
 Luminate Online: Basics of Content	●	●	●
TeamRaiser			
 Luminate: Basics of TeamRaiser	●	●	●
 Luminate: Setting Up TeamRaiser		●	●
 Luminate: Running TeamRaiser Events		●	●
Calendar Events			
 Luminate Online: Basics of Calendar Events	●	●	●
Advocacy			
 Luminate: Basics of Advocacy	●	●	●
 Luminate: Luminate Advocacy Action Alerts		●	●
Web and Email Design			
 Luminate Online: Basics of Content Creation	●	●	●
 Luminate Online: Surveys and Web Pages		●	●
 Luminate Online: Email Strategy and Optimization		●	●






Note: *Luminate Online: Fundamentals—Overview and Managing Constituents* is the first virtual instructor-led training (VILT) course in the Fundamentals series and is a prerequisite for all other VILT courses. Some advanced courses require completion of the Fundamentals series of courses and/or the Fundamentals Certification.

-  Abstract
-  eLearning Course
-  Certification

	Learn	Learn More	Learn Everything
Administrator			
 Luminate Online: Basics of Managing and Configuring	●	●	●
 Luminate Online: Basics of eCommerce	●	●	●
 Integration: Luminate Online and Raiser's Edge		●	●
Luminate CRM			
 Luminate: Basics of Luminate Constituent Relationship Management	●	●	●
 Integration: Luminate Online and Luminate CRM	●	●	●
 Luminate CRM: Fundamentals—Overview and Accounts		●	●
 Luminate CRM: Fundamentals—Gifts		●	●
Best Practices			
 Best Practices: Building a Social Media Playbook			●
 Best Practices: Board Management			●
 Best Practices: Event Management			●
 Best Practices: Fundraising			●
 Best Practices: Managing Cash Flow			●
 Best Practices: Marketing and Communications			●
 Best Practices: Membership Management			●
 Best Practices: Nonprofit Accounting for Fundraisers			●
 Best Practices: Organizational Management			●
 Best Practices: Volunteer Management			●

Regionals

	Monday	Tuesday
	Luminate Online: Fundamentals	
Morning	Luminate Online: Fundamentals—Overview and Managing Constituents	Luminate Online: Fundamentals—Email
Afternoon	Luminate Online: Fundamentals—Donations	Luminate Online: Fundamentals—Reporting and Query

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